



**Massachusetts Bay
Transportation Authority**

Early Morning and Late Night Pilot Update

October 1, 2018

Overview



- Update on Early Morning pilot ridership
- Update on Late Night marketing efforts
- Next Steps

Early Morning Pilot

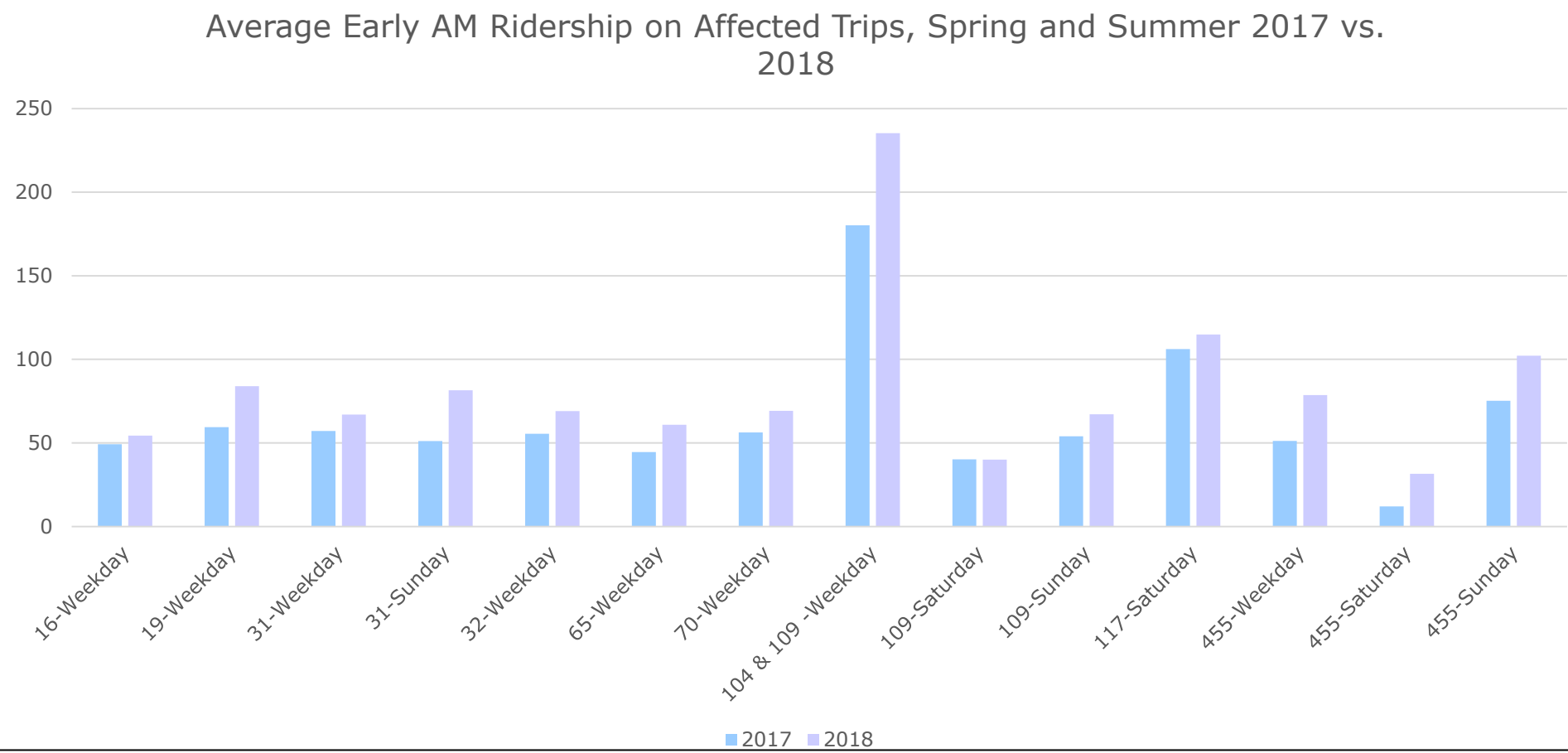


- Early Morning pilot started April 1, 2018
- Service was added to 10 routes: 16, 19, 31, 32, 65, 70, 104, 109, 117, 455
- Goal was to provide new mobility, especially for work trips, and to reduce over-crowding during a time when resources could be added.
- Added new earlier trips if former first trip was crowded—10 new trips on weekdays, 2 on Saturdays, and 5 on Sundays.
- Extended 5 short trips: 2 trips on weekdays, 2 on Saturdays, and 1 on Sunday.

Early Morning Ridership Observations



- Passengers are using earlier trips—and crowding is decreasing on previously overcrowded first trips.
- 907 new riders per week—153 on weekdays, 47 on Saturdays, and 98 on Sundays. *(Source: APC: Spring/Summer 2017 vs Spring/Summer 2018)*



Early Morning Ridership Observations: New Route 31 Sunday Trips Added

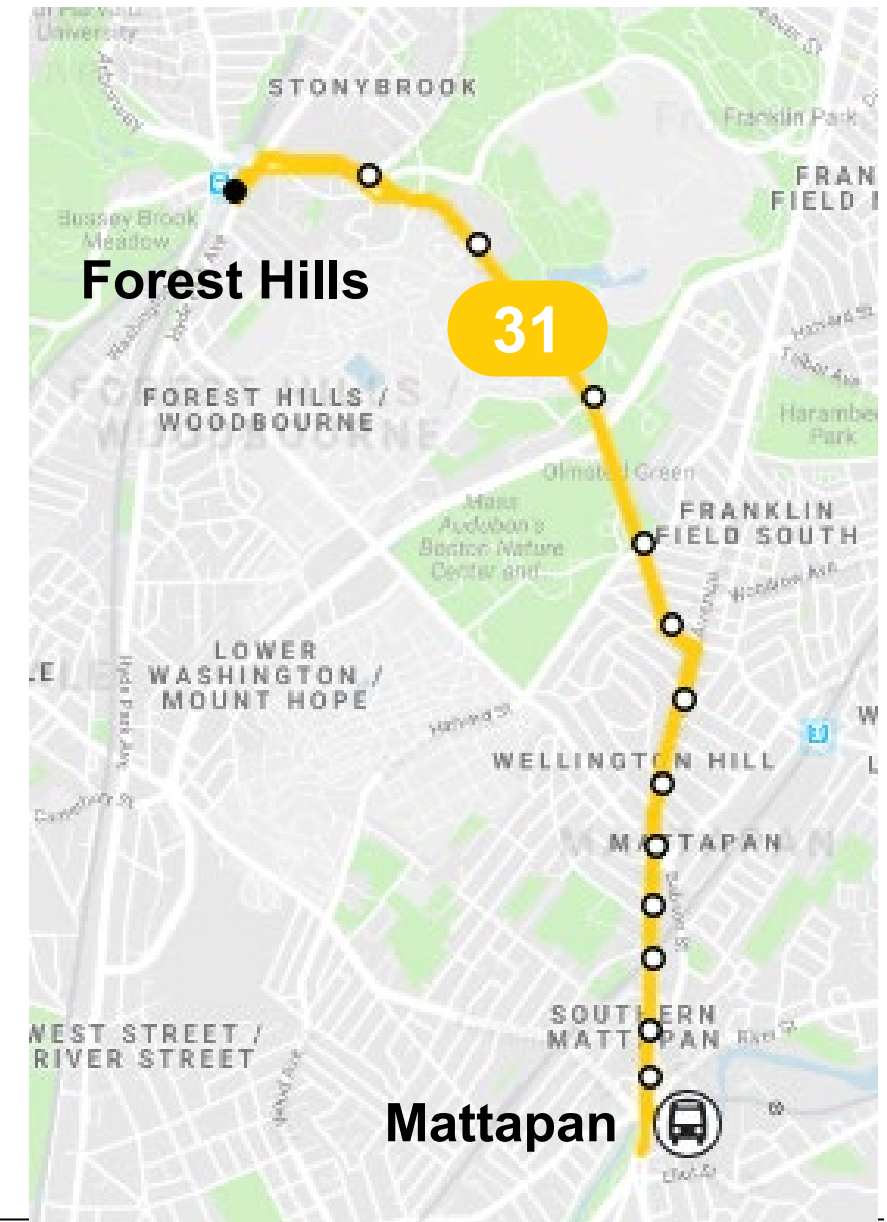


Before:

- First inbound trip: 6:00am Mattapan – Forest Hills, 51 passengers, and 12 standees.

After:

- New 5:25am inbound trip (was out-of-service bus) – 26 passengers
 - New inbound 5:45am trip – 22 passengers
 - 6:00am inbound trip – 34 passengers
- **Net change—30 new inbound riders, [1 new outbound]**
 - **More productive time in schedule**
 - **More riders comfortable.**



Early Morning Ridership Observations: New Route 455 Weekday trip added

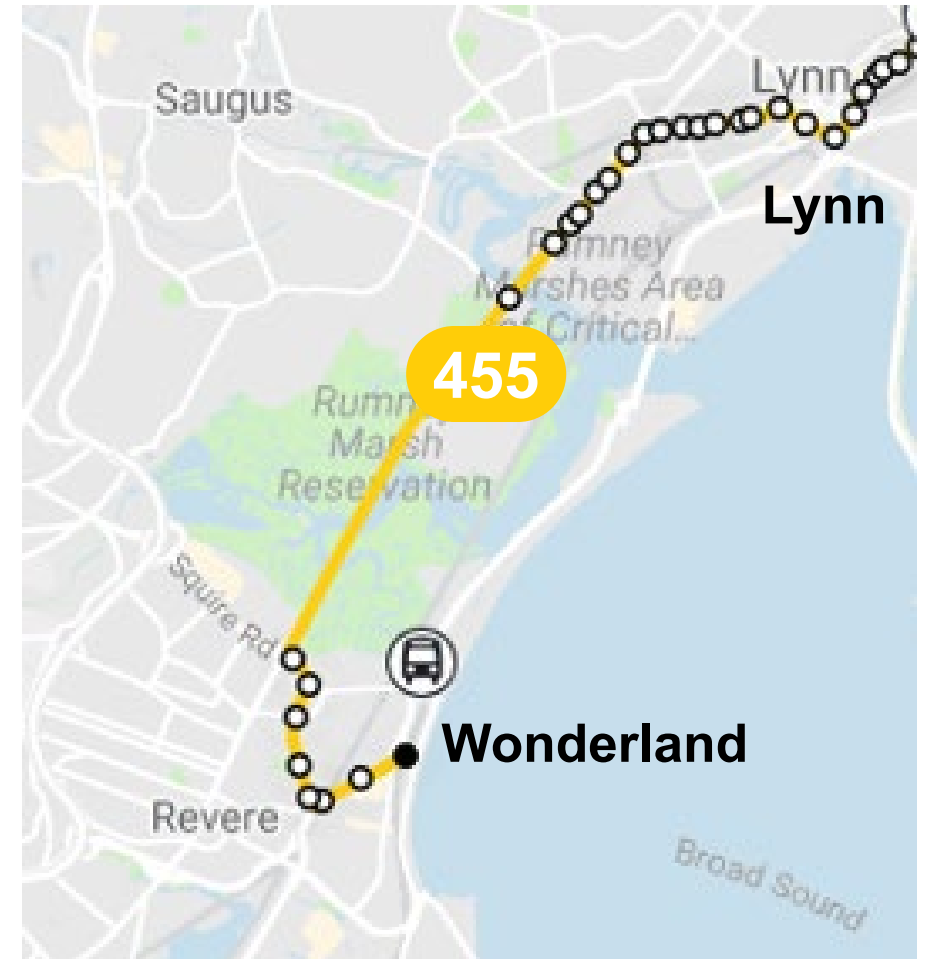


Before:

- First trip: 5:00am Lynn – Wonderland, 51 passengers, and 12 standees.

After:

- New 4:45am trip Lynn – Wonderland, 34 passengers, everyone seated, with 5 empty seats
 - 5:00am Lynn – Wonderland trip, 45 passengers, and 6 standees
- **Net change—28 new riders**
- **More riders comfortable.**



Early Morning Ridership Observations:



Example: Route 104/109 short trips extended

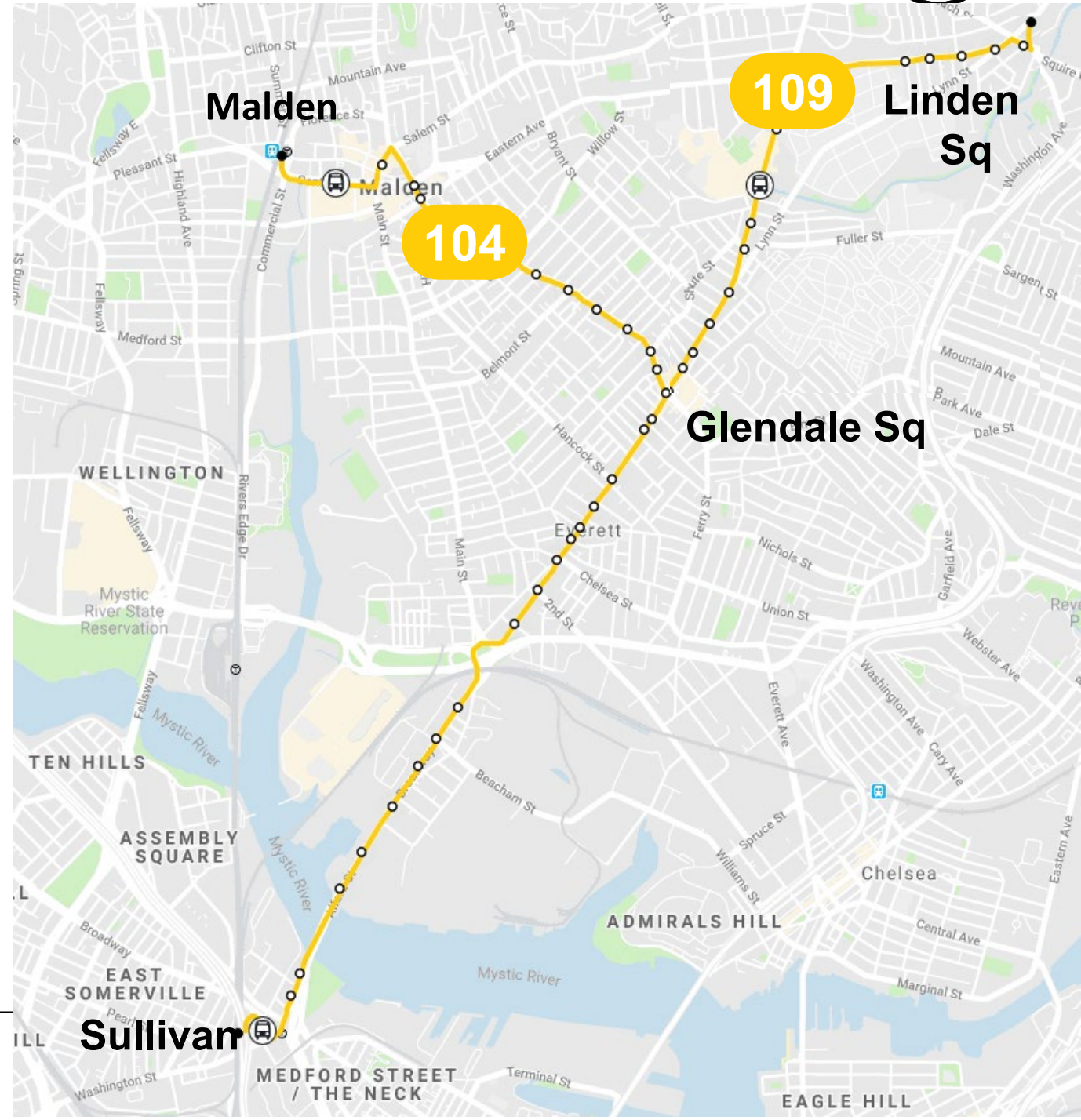
Before:

First trips of the morning were:

- 4:43 am **Glendale Sq short** trip, 21 passengers
- 4:57 am Route 109, 48 passengers
- 5:00 am **Glendale Sq short** trip, 52 passengers
- 5:11am Route 104, 63 passengers
- 180 total passengers on 4 trips

After:

- 4:35 am, **Route 109**, 47 passengers
- 4:57 am, Route 109, 59 passengers
- 4:50 am, **Route 104**, 67 passengers
- 5:11am, Route 104, 63 passengers
- 235 total passengers on 4 trips
- **Net change: 55 new riders on same trips, with two trips extended**
- **Suggests need for additional early service**



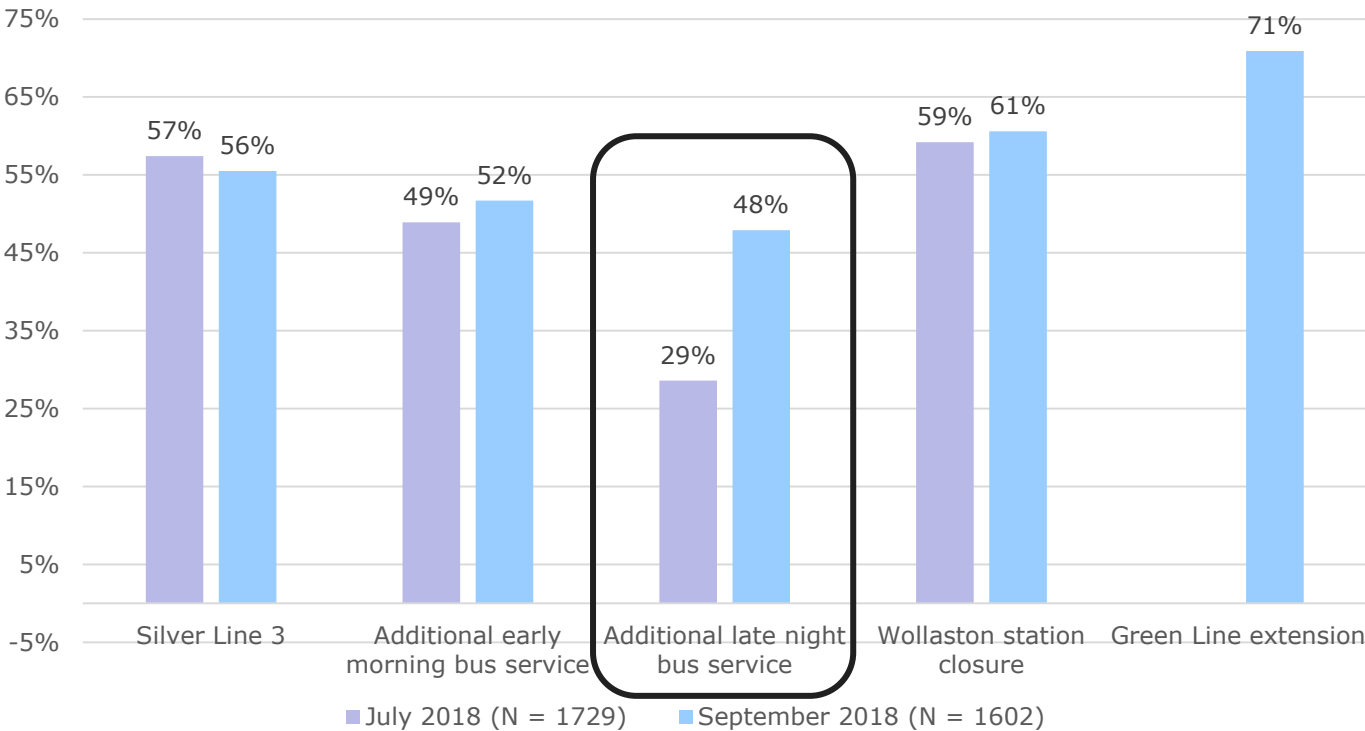


- New Service started Sept 2, 2018
- Three types of additional service added in Phase 1
 - New service in the 1-2am timeframe, create late night spine with SL1/SL4
 - Later last trip where high ridership on current last trips (after 12:30am)
 - Increase frequency from 10pm-12:30am on routes with crowding/high ridership
- Opportunity to make adjustments in Phase 2 (Spring 2019) along with changes to Early Morning service

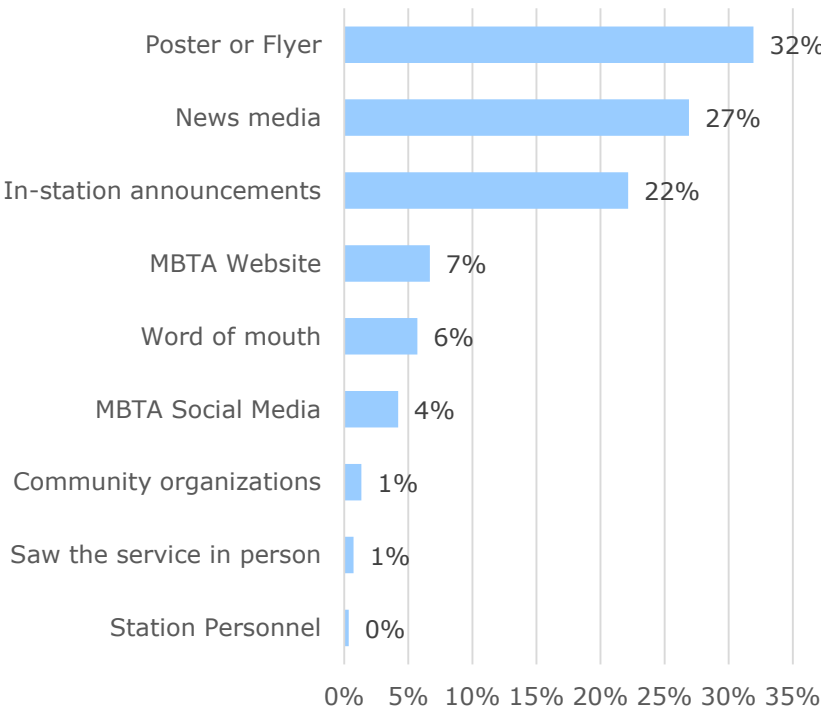
Customer Awareness of Early Morning and Late Night



Which of the following newly implemented or upcoming MBTA initiatives are you familiar with?



September: How did you first hear about late night bus service? (N = 726)



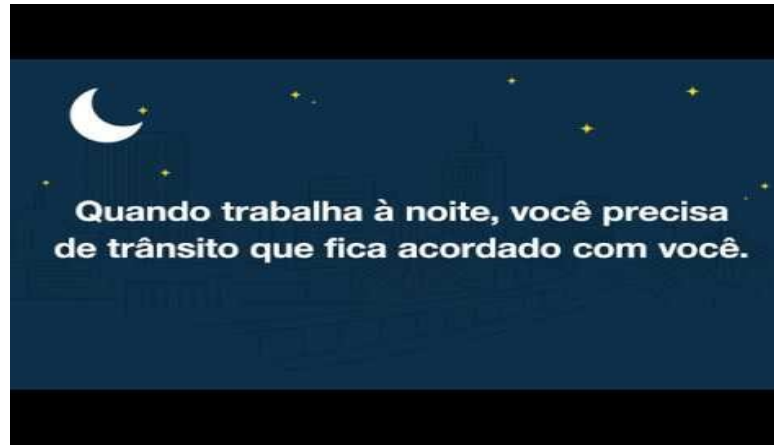
Largest increase in awareness from July 2018 to September 2018 was for late night bus service

Most customers initially found out about late night bus service from posters/flyers, news media, or in-station announcements

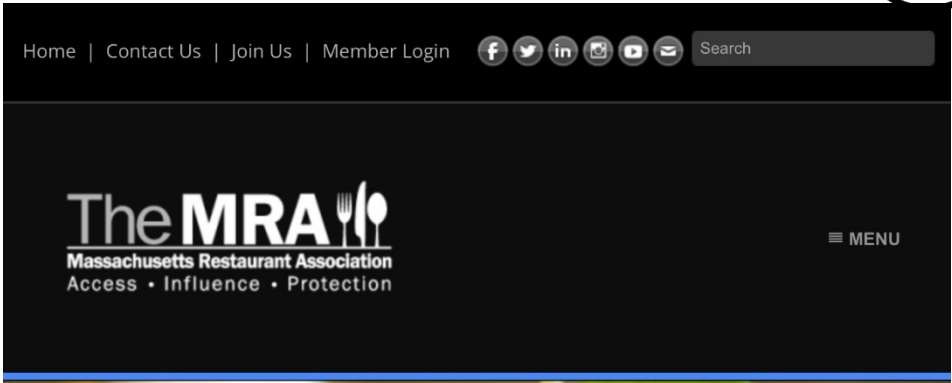
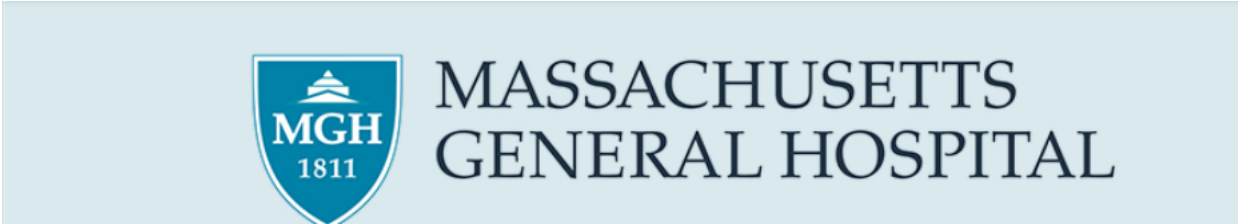
Campaign Objective: To build awareness and increase ridership of the new late night bus service.

- **Bus Tails**
- **Car Cards**
- **Station Signage**
- **Station Monitors**
- **Website**

www.mbta.com/projects/latepm



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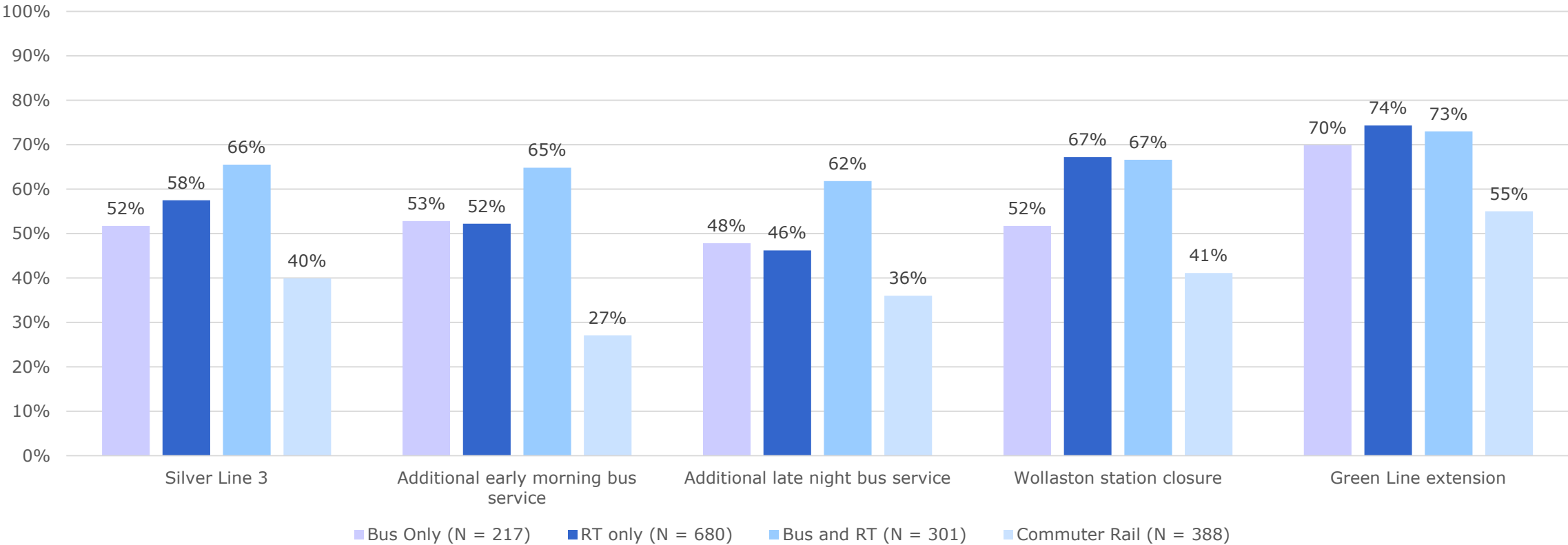
Next Steps



- Increase Late Night marketing efforts
- Continue to evaluate Early Morning ridership patterns to suggest adjustments for Spring 2019
- Start monitoring Late Night ridership



Which of the following newly implemented or upcoming MBTA initiatives are you familiar with?



- Successful marketing to customers who service is relevant to
 - Customers who used bus service for their most recent trip were more likely to know about early morning and late night bus service than other customers, despite not generally being more aware of MBTA initiatives